

ORDER



Orders

Order / Rev:	163317
Alt Order #:	06268231
Product Desc:	BALDWIN FOR SENATE
Estimate:	
Flight Dates:	10/09/12 - 10/15/12
Original Date / Rev:	10/08/12 / 10/08/12
Order Type:	GENERAL

	WDJT-TV-LP
Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency

Name:	<u>Shorr Johnson Magnus</u>
Buying Contact:	<u>Mike D'Ettorre</u>
Billing Contact:	<u></u>
	<u>1831 Chestnut St.</u>
	<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Poli/T Baldwin/D/Sen/WI
Demographic:	A35+
Product Codes:	PL Candidate
Priority:	P-2
Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
Order Separation: 00:15:00 _____
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	43	\$50,950.00	\$43,307.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	43	\$50,950.00	\$43,307.50	0.00
Totals	43	\$50,950.00	\$43,307.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	21%	\$50,950.00
Market	100%	\$242,619.05

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$92,195.24
WITI	24%	\$58,228.57
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$41,245.24
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	WDJT	10/09/12	10/12/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$500.00	P-2	0.00 NM	4	\$2,000.00
JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--		4		\$500.00		0.00			
2	WDJT	10/15/12	10/15/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
JEOPARDY													

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 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDJT	10/15/12	10/15/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----				1	\$500.00		0.00			
3	WDJT	10/09/12	10/12/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--				4	\$750.00		0.00			
4	WDJT	10/15/12	10/15/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----				1	\$750.00		0.00			
5	WDJT	10/13/12	10/13/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----2-	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
WHEEL/JEOP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----2-				2	\$200.00		0.00			
6	WDJT	10/15/12	10/15/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p 1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
2.5/MIKE & MOLLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----				1	\$3,000.00		0.00			
7	WDJT	10/09/12	10/09/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
NAVY NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$2,800.00		0.00			
8	WDJT	10/09/12	10/09/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
NCIS:LA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----				1	\$2,800.00		0.00			
9	WDJT	10/10/12	10/10/12	Wed 7p - 8p Survivor: Philippines	CM	7p - 8p --1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
SURVIVOR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----				1	\$3,000.00		0.00			
10	WDJT	10/10/12	10/10/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----				1	\$2,500.00		0.00			
11	WDJT	10/10/12	10/10/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CSI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--1----				1	\$2,500.00		0.00			
12	WDJT	10/11/12	10/11/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p ---1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
BANG/RULES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---				1	\$3,000.00		0.00			
13	WDJT	10/11/12	10/11/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p ---1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
PERSON OF INTEREST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---1---				1	\$3,000.00		0.00			

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 Estimate: WDJT-TV-LP

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13	WDJT	10/11/12	10/11/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p	---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
PERSON OF INTEREST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---1---	1		\$3,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WDJT	10/08/12-10/14/12		Th 8p - 9p	Th 8p - 9p		---Th----	:30	(\$3,000.00)	0.00	NM				
See MG 13.2															
[No Avail due to debate]															
2	WDJT	10/11/12-10/11/12		Th 7p - 8p	Th 7p - 8p		---Th----	:30	\$3,000.00	0.00	NM				
Ⓜ MG for 13.1 10/11															
14	WDJT	10/12/12	10/12/12	Fr 7p - 8p CSI: New York	CM	Fri 7p - 8p	----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CSI:NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$1,200.00		0.00						
15	WDJT	10/14/12	10/14/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
60 MIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$3,000.00		0.00						
16	WDJT	10/14/12	10/14/12	Su 7p - 8p The Amazing Race	CM	7p - 8p	-----1	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
AMAZING RACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$2,600.00		0.00						
17	WDJT	10/14/12	10/14/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----1	1		\$2,500.00		0.00						
18	WDJT	10/09/12	10/14/12	M-F Late News M-F Late News	CM	10p-1035p	-TWT---	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWT---	4		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WDJT	10/08/12-10/14/12		M-F Late News	10p-1035p		-TWTh----	:30	(\$750.00)	0.00	NM				
See MG 18.5															
5	WDJT	10/08/12-10/14/12		Sun Late News	10p-1035p		-----Su	:30	\$750.00	0.00	NM				
Ⓜ MG for 18.1 10/09															
19	WDJT	10/09/12	10/12/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	4		\$200.00		0.00						
20	WDJT	10/15/12	10/15/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	1-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	1-----	1		\$200.00		0.00						
N 21	WDJT	10/12/12	10/12/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p	----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CSI:NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	----1--	1		\$2,500.00		0.00						
N 22	WDJT	10/11/12	10/11/12	Th 9p - 10p Elementary	CM	Th 9p - 10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CSI:NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	---T---	1		\$2,500.00		0.00						

WDJT-TV-LP